MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMK1024 – FUNDAMENTALS OF MARKETING

(All Sections / Groups)

11 JULY 2023
9AM-11AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only
2. Answer **ALL** questions. Mark distribution for each question is given.
3. Please write all your answers in this exam paper.

ANSWER ALL QUESTIONS

QUESTION 1

a)What is a brand?

5 Marks

b)What are the **TWO (2)** ways in which a company can extend its product line?

20 Marks

QUESTION 2

a)Explain competition-based pricing.

5 Marks

b)Distinguish between market-skimming pricing and market-penetration pricing.

20 Marks

QUESTION 3

a)Suggest **THREE (3)** ways the new communications model has changed the face of today's marketing communications.

15 Marks

b)Briefly explain consumer-generated content with appropriate examples.

10 Marks

QUESTION 4

a)Explain how advances in technology have facilitated direct-to-consumer brands.

10 Marks

b)What are the main privacy concerns and internet security issues associated with online marketing?

15 Marks

End of Page